

**BEFORE
THE PUBLIC SERVICE COMMISSION
OF SOUTH CAROLINA
DOCKET NO. 2020-268-T**

**Application of Zip2Zip Movers, LLC for a
Class E (Household Goods) Certificate of
Public Convenience and Necessity for
Operation of Motor Vehicle Carrier**

**PREFILED DIRECT
TESTIMONY
OF
BENJAMIN FLEMING**

Q. Please state your name, employer, and business address.

A. My name is Benjamin Fleming I am one of two members of Zip2Zip Movers, LLC (“Applicant” or “Zip2Zip”) located at 5 Alex Court, Greenville South Carolina (29609). Guilherme Vasques is the second member of Zip2Zip Movers, LLC and is located at 417 Litchfield Trail, Simpsonville, SC 29681.

Q. What is the purpose of your testimony?

A. I am testifying in support of Zip2Zip’s Application for a Class E Certificate of Public Convenience and Necessity with statewide authority.

Q. Is Zip2Zip organized to transact business in the State of South Carolina?

A. Yes, Zip2Zip is a South Carolina Limited Liability Company established on August 4, 2020. A copy of a certificate of good standing was filed with Zip2Zip’s application, and the company remains in good standing.

Q. How did you become associated with Zip2Zip?

A. I am the organizer and one of two members of Zip2Zip Movers, LLC.

Q. Please tell the Commission about your education and work history?

A. These are summaries of my and Mr. Vasques’ education and work history.

1 **A. Benjamin Fleming**

- 2 • Bachelors of Science in Marketing, North Greenville University, May 2009.
- 3 • Operations Manager, Southern Valet, 2009-2012: Supervised a team of approximately 30
- 4 valet drivers and lot attendants in the region. I also supported development of new
- 5 locations and handled all insurance claims via SOP.
- 6 • Tennis Pro, Burleigh Heads Tennis Club, 2012-2013: Supported all functions of the
- 7 tennis club, such as, but not limited to: providing lessons/clinics, marketing, client
- 8 development, accounting.
- 9 • Marketing Director, Black Bean Co., 2013-2014: Developed all marketing initiatives and
- 10 guided the company towards an 8% YoY sales increase, while mapping out a franchise
- 11 platform.
- 12 • Brand Manager, Grand Forest Inc., 2014-2016: National branding, customer support, and
- 13 retailer activation of an international product line from Sweden. Developed and initiated
- 14 all national marketing and advertising campaigns, with emphasis on social media, tv, and
- 15 retailer partnerships.
- 16 • Manager Franchise Performance, Restaurant Brands International, 2016-2019: Supported
- 17 and developed a store base of ~400 locations in the Southeast, with an average of 35
- 18 franchisees. Coached, trained, and provided employee relation solutions for over 10k
- 19 staff. Executed quarterly business reviews to ensure compliance to standard operating
- 20 procedures and to ensure sales/ticket trends were meeting expectations.
- 21 • Director of Marketing and Talent Acquisition, Carolina Franchise Holdings, 2019-2020:
- 22 Lead the development and growth of several QSR locations in the tri-state area.
- 23 Successfully activated all hiring and employee relation programs across +30 locations

1 and +1000 employees. Spearheaded all marketing and advertising programs, directly
2 impacting sales and ticket growth.

3 **B. Guilherme Vasques**

- 4 • Bachelors of Science in Business Administration, North Greenville University, 2010
- 5 • Master of Business Administration, North Greenville University, 2012
- 6 • Inventory/Cost Accountant, Watershed Foods, 2013-2015: Assisted in month-end closing
7 process, explaining significant variances in 3 facilities. Review Purchase Price Variances
8 for raw material and packing items.
- 9 • Staff Accountant, DesleeClama North America, 2015-2016: Prepared timely and accurate
10 monthly financial statements for senior management. Tracked and monitored recurring
11 expenses, month-end closings, and instructed other accountants on allocation of internal
12 accounting.
- 13 • Operations Cost Manager, Mergon Corporation, 2016-Present: Analyze P&L, Balance
14 Sheet, and other operational reports. Coordinate forecasting and budgeting results with
15 analysis to ensure operational costs remain within budget. Lead cost reduction and
16 improvement projects.

17 **Q. Please describe the services Zip2Zip would like to provide.**

18 **A.** Zip2Zip will provide all services associated with household goods moving such as
19 packing, unpacking, truck usage, physical labor, junk removal, storage.

20 **Q. Do you have any experience providing moving services?**

21 **A.** Since our founding date in 2020, we have executed 'labor-only' moves. This gave us a
22 first-hand look at strategic methodologies we'd like to utilize in order to be successful and
23 efficient.

1 **Q. How employees will Zip2Zip have?**

2 A. Zip2Zip will initially have two employees.

3 **Q. How will you train your employees?**

4 A. We will outline our policies and standards via several avenues: Handbook Review, Video
5 Training Modules, Hands-On Training, and an ultimate certification via Testing. I, Benjamin
6 Fleming, will serve as the Training Director in the early stages of the company.

7 **Q. Does Zip2Zip own or lease any vehicles?**

8 A. Yes, Zip2Zip owns a 2012 Ford F750 Super Duty Truck.

9 **Q. Does Zip2Zip plan to acquire other vehicles?**

10 A. Yes, we plan to acquire another similar make, model, and year by EOY 2021.

11 **Q. Will Zip2Zip be insured?**

12 A. Yes, insurance quotes for \$750,000 in liability coverage and \$25,000 in cargo coverage
13 are attached to Zip2Zip's Application.

14 **Q. Has Zip2Zip submitted a tariff?**

15 A. A proposed tariff is attached as Exhibit A.

16 **Q. How will you quote the cost of a move to a customer?**

17 A. Zip2Zip will only provide an estimated cost of a move, not a fixed price. Our quotes are
18 based upon square footage, moving experience, and what clients convey they need moved. On-
19 site estimates will be performed if deemed necessary.

20 **Q. Does Zip2Zip have a Bill of Lading?**

21 A. Yes, I've attached a Bill of Lading form to my testimony as Exhibit B.

22 **Q. Will Zip2Zip provide a Bill of Lading for each move it conducts?**

23 A. Yes.

1 **Q. Why do you believe there is a need for Zip2Zip's services in South Carolina?**

2 **A.** South Carolina's economy is recovering from the initial effects of the COVID-19
3 pandemic, and the housing market is growing. As the housing market grows, more people need
4 the services of good moving companies. According to the Federal Reserve, the state's
5 unemployment rate is 4.2%, well below the national average of 6.9%.¹ In October 2020, new
6 residential housing permits were up 34.6% from October 2019. The United States Census
7 Bureau estimates South Carolina grew by 11.3% to over 5 million people between April 1, 2010,
8 and July 1, 2019.² U-Haul rental truck data shows South Carolina was the 15th state for growth
9 in the United States during 2019.³ U-Haul calculates growth rate by the net gain of one-way U-
10 Haul trucks entering versus leaving the state in a calendar year. These numbers suggest the
11 demand for qualified movers will be strong.

12 **Q. How will Zip2Zip reach its customers?**

13 **A.** We plan to market Zip2Zip through several traditional and modern avenues of advertising
14 and marketing. Social media, with geo-targeted demographic campaigns will underscore our
15 marketing tactics. We will also manage a cadence of postcards going out to new home buyers
16 and sellers in the region. Our online presence will be navigated by Search Engine Optimization
17 and Pay-Per-Click ads. We plan to be very engaged in community events and causes. We also
18 plan to partner with current local real estate agent contacts as a preferred option for moving their
19 clients.

¹ See Snapshot, South Carolina, December 2020, Federal Reserve Bank of Richmond,
https://www.richmondfed.org/~media/richmondfedorg/research/regional_economy/reports/snapshot/pdf/snapshot_sc.pdf.

² See U.S. Census Bureau Quick Facts, South Carolina, www.census.gov/quickfacts/sc.

³ "South Carolina is No. 15 Growth State, According to U-Haul Data" The Business Narrative,
<https://gbm110.activehosted.com/index.php?action=social&chash=d1dc3a8270a6f9394f88847d7f0050cf.2094&s=a13b71e691138203c7805a4656985df5>

1 **Q. Is Zip2Zip financially able to provide service to the public?**

2 **A.** Yes. As shown on our application, Zip2Zip is financially viable.

3 **Q. Are there any outstanding court orders or judgments against Zip2Zip or you,**
4 **personally?**

5 **A.** No.

6 **Q. Are you aware of any complaints filed against Zip2Zip or you with the Better**
7 **Business Bureau, the Chamber of Commerce, or any state, or municipal court or agency?**

8 **A.** No.

9 **Q. Has Zip2Zip, or have you, ever been convicted of a crime?**

10 **A.** No.

11 **Q. Are you familiar with, and do you agree to comply with, the statutes and regulations**
12 **that govern the operation of intrastate household goods movers in South Carolina?**

13 **A.** Yes, and Zip2Zip will comply with them.

14 **Q. Have you published a notice of Zip2Zip's Application?**

15 **A.** Yes. A notice of the application was published in the *Post and Courier* newspaper on
16 November 2020, and an affidavit of publication has been filed with the Commission.

17 **Q. What is Zip2Zip's plan for the next five years?**

18 **A.** Our goal is to initially serve the community in an affordable and reliable manner. We
19 plan to grow our employee base to 10 in the first year, with 3 on the corporate side and 7 on the
20 moving side. We also plan to purchase 1 additional truck in the first year of operation.
21 Additionally, our 5 year goal is to acquire a fleet of at least 5 trucks and 50 employees. First year
22 revenue goal is \$100k, with a 5th year goal of \$750k annual revenue.

1 **Q.** **Does this conclude your testimony?**

2 **A.** **Yes.**